

Message Text

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R 082100Z APR 74

FM SECSTATE WASHDC

TO AMEMBASSY VIENNA

UNCLAS STATE 070663

E.O. 11652: N/A

TAGS: BEXP, AU

SUBJ: IN-STORE PROMOTIONS FY 1975

REF : STATE 041351; VIENNA 1401

1. RECENT BUDGETARY RESTRICTIONS NECESSITATE REDUCTION IN FISCAL 1975 IN-STORE PROMOTION SUPPORT FUNDS FOR AUSTRIA, AMONG OTHER COUNTRIES. CONSEQUENTLY, PROPOSED FY 1975 ALLOCATION DROPPED FROM DOLLARS 50,000 TO DOLLARS 25,000.

2. RECOMMEND EMBASSY OFFER KASTNER & OEHLER DOLLARS 25,000 TO SUPPORT MAY 1975 GRAZ EVENT, AND POSTPONE ASSISTANCE FOR GERNGROSS TO FY 1976. WE ANTICIPATE OFFER EXTRA \$5,000 TO K & O BE MADE TO STIMULATE ADDITIONAL PURCHASES BY STORE. MINIMUM BUYING BY K & O IN LETTER INTENT SHOULD BE DOLLARS 250,000.

3. PLEASE INFORM COMMERCE ASAP OF EMBASSY'S PROPOSED DECISION ON UTILIZATION FY 1975 IN-STORE PROMOTION FUNDS. RUSH

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